



CENTER FOR THE ARTS

At the Candy Factory

9419 Battle St.
Manassas, VA 20110
Phone – 703-330-2787
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www.center-for-the-arts.org

2007-2008

SPONSORSHIP

OPPORTUNITIES

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

2007–2008 SPONSORSHIP OPPORTUNITIES

<u>Sponsorship Programs</u>	<u>Levels</u>	<u>Sign me up</u>
1. Program & Events Catalog	1 @ \$3,000	<u>SOLD</u>
2. Summer Camp/Class Catalog	1 @ \$3,000	<u>Available</u>
3. Bit & Pieces Newsletter	3 @ \$3,000	
Fall		<u>SOLD</u>
Winter/Spring		<u>SOLD</u>
Summer		<u>Available</u>
4. Patron of the Arts Sponsorships (See attached sheet for details of each exhibit)	8 @ \$2,500	
<u>SOLD</u>	<u>SOLD</u>	
<u>SOLD</u>	_____	
<u>SOLD</u>	_____	
<u>SOLD</u>	_____	
5. Education Sponsor		
Off the Wall Student Art Exhibit	1 @ \$7,000	<u>SOLD</u>
Arts on the Go	1 @ \$10,000	<u>SOLD</u>
6. 1 st Sunday Dances	1 @ \$1,200	<u>SOLD</u>
7. Country Dances @ the Candy Factory) (2 nd & 3 rd Sun.	2 @ \$1,200	<u>Available</u>
8. Center for the Arts Website	1 @ \$2,500	<u>SOLD</u>
9. 2008 SummerSounds Concerts	1 @ \$5,000	<u>SOLD</u>
10. Pied Piper Theatre Season	3 @ \$5,000	
Dr. Doolittle		<u>SOLD</u>
Peter Pan		<u>SOLD</u>
Wizard of Oz		<u>SOLD</u>
11. Rooftop Productions Season	1 @ \$2,500	<u>SOLD</u>
Nunsense		
That Championship Season		



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Program Catalog Sponsorship

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

Sponsorship at \$3,000 level will receive: (SOLD)

- Exclusive Program & Events Catalog advertising rights
- Full page ad in Program & Events Catalog
- 10,000 copies published in September
- Sponsor’s name & logo on the Program & Events Catalog front and back covers
- Distribution includes but is not limited to:
 - Center’s mailing list – 5,500 addresses
 - All 10 Prince William County libraries
 - Prince William County/Greater Manassas Chamber of Commerce
 - Prince William Regional Chamber of Commerce
 - NVCC - Woodbridge and Manassas Campuses
 - George Mason University – Prince William Campus
 - Manassas Visitor’s Center
 - Manassas City Hall
 - Center for the Arts at the Candy Factory
 - Prince William Association of Realtors
- Program & Events Catalog is available on Center’s website
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor given first right of refusal for next year’s sponsorship

Sponsor Commitments:

- Level of sponsorship - \$3,000
- Payment and ad copy to be received by Center prior to publication in September

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address



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Summer Camp/Class Catalog Sponsorship

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

Sponsorship at \$3,000 level will receive: (1 Sponsorship Available)

- Exclusive Summer Camp/Class Catalog advertising rights
- Full page ad in Summer Camp/Class Catalog
- 8,000 Summer Camp/Class Catalogs published in May
- Sponsor’s name & logo on the Summer Camp/Class Catalog front and back cover
- Distribution includes but is not limited to:
 - Center’s mailing list - 5,000 addresses
 - All 10 Prince William County libraries
 - Prince William County/Greater Manassas Chamber of Commerce
 - Prince William Regional Chamber of Commerce
 - NVCC - Woodbridge and Manassas Campuses
 - George Mason University – Prince William Campus
 - Manassas Visitor’s Center
 - Manassas City Hall
 - Center for the Arts at the Candy Factory
 - Prince William Association of Realtors
- Summer Camp/Class Catalog is available on Center’s website
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor given first right of refusal for next year’s sponsorship

Sponsor Commitments:

- Level of sponsorship - \$3,000
- Payment and ad copy to be received by Center prior to publication

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address



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Bits & Pieces Newsletter Sponsorship

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

Annual Sponsorship at \$3,000 level will receive: (2008 Summer Available)

- *Bits & Pieces Newsletter* published three times per year
- Sponsor will receive quarter page advertisement in *Bits & Pieces Newsletter*
- 6,000 copies published – each issue
- Sponsor’s name & logo on the *Bits & Pieces Newsletter* front and back cover
- Distribution includes but is not limited to:
 - Center’s mailing list - 5,500 addresses
 - All 10 Prince William County libraries
 - Prince William County/Greater Manassas Chamber of Commerce
 - Prince William Regional Chamber of Commerce
 - NVCC - Woodbridge and Manassas Campuses
 - George Mason University – Prince William Campus
 - Manassas Visitor’s Center
 - Manassas City Hall
 - Center for the Arts at the Candy Factory
 - Prince William Association of Realtors
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor given first right of refusal for next year’s sponsorship

Sponsor Commitments:

- Level of sponsorship - \$3,000
- Payment and ad copy to be received by Center prior to publication

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address



CENTER FOR THE ARTS
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Patron of the Arts Sponsorship

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

Patron Sponsorship at \$2,500 level will receive: (2 Sponsorships available)

- Sponsor’s name prominently displayed on plaque in lobby of the Candy Factory
- One reception in the Merchant Gallery at exhibition of choice (subject to availability)
- Listing in Center’s *Bits & Pieces Newsletter* sent to a mailing list of over 5,000
- Sponsor’s name featured on Caton Merchant Family Art Gallery page of the Center’s website
- Sponsor’s name displayed on Sponsor page of the Center’s website
- First right of refusal for next year’s sponsorship

Sponsor Commitments:

- Level of sponsorship - \$2,500

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Address

Email Address



CENTER FOR THE ARTS
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"1st Sunday Dance" Annual Sponsorship

"The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality."

Annual Sponsorship at \$1,200 level will receive: (SOLD)

- Twelve "1st Sunday Dances"
- Sponsor's name & logo displayed in dance hall lobby
- Sponsor's name in all marketing pieces for "1st Sunday Dances"
- Sponsor's name featured in three issues of *Bits & Pieces Newsletter* - 6,000 of each issue published
- Sponsor's name & logo on Ballroom or 1st Sunday Dance page of Center's website
- Sponsor's name and logo will be featured on the Sponsorship page of Center website
- Two complimentary tickets per dance – total of 24 tickets
- Coupons/promotional materials may be displayed in dance hall lobby
- First right of refusal for next year's sponsorship

Sponsor Commitments:

- Level of sponsorship - \$1,200
- Payment and ad copy to be received by Center one month prior to sponsorship year.

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address



CENTER FOR THE ARTS
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“Country Dance” at the Candy Factory

2nd & 3rd Sunday of the Month

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

Annual Sponsorship at \$1,200 level will receive: (2 Sponsorships Available)

- Twelve “Sunday Country Dances” per year
- Sponsor’s name & logo displayed in dance hall lobby
- Sponsor’s name in all marketing pieces for “Sunday Country Dances”
- Sponsor’s name featured in three issues of *Bits & Pieces Newsletter* - 6,000 of each issue published
- Sponsor’s name & logo on Country Dance page of Center’s website for one year
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Two complimentary tickets per dance – total of 24 tickets
- Coupons/promotional materials may be displayed in dance hall lobby
- First right of refusal for next year’s sponsorship

Sponsor Commitments:

- Level of sponsorship - \$1,200
- Payment and ad copy to be received by Center one month prior to sponsorship year.

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address



CENTER FOR THE ARTS
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Center for the Arts Website Sponsorship

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

Sponsorship at \$2,500 level will receive: (SOLD)

- Sponsor’s name and logo exclusively featured on home page of Center’s website for one year
- Sponsor’s name and logo will be included in all website promotional publicity
- First right of refusal for next year’s sponsorship

Sponsor Commitments:

- Level of sponsorship - \$2,500
- Payment and ad copy to be received by Center two months prior to sponsorship start

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address



CENTER FOR THE ARTS
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2008 SummerSounds Concerts Sponsorship

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

Sponsorship at \$5,000 level will receive: (SOLD)

- Six concerts per summer
- Sponsor’s signage displayed at concerts
- Sponsor’s name on banner over Center St. in downtown Manassas
- Sponsor highlighted in the spring *Bits & Pieces Newsletter* -6,000 published
- Sponsor highlighted in the Summer Camp/Class Catalog – 8,000 published
- Center will publicize your sponsorship in advance of shows through: newspaper ads and articles, posters placed in area businesses, and at three kiosks at Manassas City Hall, Manassas Visitor’s Center/VRE station, Harris Pavilion and two Chamber of Commerce offices
- Sponsor’s name & logo posted on SummerSounds page of Center’s website
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor’s name announced at concerts by Center emcee
- Historically, each concert is attended by approximately 600 - 1000 people
- First right of refusal for next year’s sponsorship

Sponsor Commitments:

- Level of sponsorship - \$5,000
- Payment and ad copy to be received by Center two months prior to first concert

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address



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Pied Piper Theatre Season Sponsorship

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

Sponsorship at \$3,000 level will receive: (SOLD)

- Three productions per season
- Sponsor advertisement in all three programs – inside cover
- Sponsor’s name and logo featured in Pied Piper Theatre articles of Center’s *Bits & Pieces Newsletter* - fall and winter issues – 6,000 of each issue published
- Center will publicize your sponsorship in advance of shows through: newspaper ads and articles, posters placed in area businesses, and at three kiosks at Manassas City Hall, Manassas Visitor’s Center/VRE station, Harris Pavilion and two Chamber of Commerce offices
- Sponsor’s name and logo highlighted on Pied Piper Theatre page of Center’s website for duration of Pied Piper season
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor’s name and logo on signage in lobby area at all three productions
- 20 complimentary tickets to each of three Pied Piper Theatre productions
- Sponsor may have display table for promotional items at all three productions
- Sponsor’s name announced at all shows by emcee
- Pied Piper Theatre productions historically attracts over 6,000 attendees each season
- First right of refusal for following year’s sponsorship
- Sponsor’s ad or coupon on back of ticket for one performance

Sponsor Commitments:

- Level of sponsorship - \$3,000
- Payment and ad copy to be received by Center one month prior to production start date

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address



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Rooftop Productions Season Sponsorship

“The Mission of the Center for the Arts is to enrich the quality of life among all the populations in our area and the surrounding region through diverse educational and presentational arts programming of the highest quality.”

Sponsorship at \$2,500 level will receive: (SOLD)

- Exclusive advertising rights for Rooftop Production show
- Two Rooftop Production shows per season
- Sponsor’s name featured in all publicity pieces for both productions
- Full page advertisement in programs – front inside
- Center will publicize your sponsorship in advance of show through: newspaper ads and articles, posters placed in area businesses, and at three kiosks at Manassas City Hall, Manassas Visitor’s Center/VRE station, Harris Pavilion and two Chamber of Commerce offices
- 10 complimentary tickets to Rooftop Productions show
- Sponsor’s name & logo posted on Rooftop Productions page of Center’s website for duration of Rooftop Production’s season
- Sponsor’s name and logo will be featured on the Sponsorship page of Center website
- Sponsor’s name & logo on signage in lobby area at entrance to Kellar Theatre
- Sponsors name announced at all shows by emcee
- Rooftop Production shows historically attracts 500-600 attendees
- Sponsor may have display table for promotional items at all shows
- First right of refusal for following year’s sponsorship

Sponsor Commitments:

- Level of sponsorship - \$2,500
- Payment and ad copy to be received by Center one month prior to beginning of season.

Company Name

Sponsorship Date(s)

Contact Person

Phone

Sponsor Signature

Date

Mailing Address

Email Address